

Health Education Profession

Health educators are professionals who design, conduct and evaluate activities that help improve the health of all people. These activities can take place in a variety of settings that include schools, communities, health care facilities, businesses, colleges and government agencies.

Health educators are employed under a range of job titles such as patient educators, health education teachers, trainers, community organizers and health program managers. Certified Health Education Specialists (CHES) are those who have met the standards of competence established by The National Commission for Health Education Credentialing Inc. (NCHEC) and have successfully passed the CHES examination.

Areas of Responsibility for Health Educators:

Responsibility I

Assess individual and community needs for health education.

Competency A

Obtain health-related data about social and cultural environments, growth and development factors, needs and interests.

Competency B

Distinguish between behaviors that foster and those that hinder well-being.

Competency C

Infer needs for health education on the basis of obtained data.

Responsibility II

Plan effective health education programs.

Competency A

Recruit community organizations, resource people and potential participants for support and assistance in program planning.

Competency B

Develop a logical scope and sequence plan for a health education program.

Competency C

Formulate appropriate and measurable program objectives.

Competency D

Design educational programs consistent with specified program objectives.

Responsibility III

Implement health education programs.

Competency A

Exhibit competence in carrying out planned educational programs.

Competency B

Infer enabling objectives as needed to implement instructional programs in specified settings.

Competency C

Select methods and media best suited to implement program plans for specific learners.

Competency D

Monitor educational programs, adjusting objectives and activities as necessary.

Responsibility IV

Evaluate the effectiveness of health education programs.

Competency A

Develop plans to assess achievement of programs objectives.

Competency B

Carry out evaluation plans.

Competency C

Interpret results of program evaluation.

Competency D

Infer implication from findings for future program planning.

Responsibility V

Coordinate the provision of health education services.

Competency A

Develop a plan for coordinating health education services.

Competency B

Facilitate cooperation between and among levels of program personnel.

Competency C

Formulate practical modes of collaboration among health agencies and organizations.

Competency D

Organize in-service training programs for teachers, volunteers, and other interested personnel.

Responsibility VI

Act as a resource person in health education.

Competency A

Utilize computerized health information retrieval system effectively.

Competency B

Establish effective consultative relationships with those requesting assistance in solving health-related problems.

Competency C

Interpret and respond to requests for health information.

Competency D

Select effective educational resource materials for dissemination.

Responsibility VII

Communicate health and health education needs, concerns and resources.

Competency A

Interpret concepts, purposes and theories of health education.

Competency B

Predict the impact of societal value systems on health education programs.

Competency C

Select a variety of communication methods and techniques in providing health information.

Competency D

Foster communication between health care providers and consumers.